ORDER



Orders Order / Rev: 36901 Alt Order #: 08837640 OCEQUERA/CON/DEM Product Desc: KLAS 1559 Estimate: Flight Dates: 08/21/12 - 08/27/12 Primary AE: Mike Jones Original Date / Rev: 08/06/12 / 09/05/12 Sales Office: K-WAS National Order Type: **GENERAL** Sales Region: Name: **GMMB** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Oceguera, John CD3 Advertiser Name:

Order Separation: 00:15:00 Product Codes: P01 Advertiser External ID: Priority: LV1 AGY, POL, CAND Agency External ID: Revenue Codes:

New Business Thru:

Bill Plan # Spots Gross Amount End Date Net Amount Start Date 08/26/12 5 \$8,850.00 \$7,522.50 07/30/12 0 08/27/12 \$0.00 \$0.00 08/27/12

Share

30%

A35+

Demographic:

IOLAIS					
Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	5	\$8,850.00	\$7,522.50	0.00	
Totals	5	\$8,850.00	\$7,522.50	0.00	

Account Executives

Order Share

KLAS

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Total

\$8,850.00

,				
Market	100%	\$29,500.00		
Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$7,375.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$1,475.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	08/21/12	08/27/12	8 News Now 6a M		6-7a	MTWTF	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now 6a N	VI-F								
	8 NEW	S NOW AT	7AM										
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 08/	/21/12	08/27/12	-TWTF	1	\$1,100.00	0.00						
E 2	8	08/21/12	08/27/12	CBS This Morning	g 7-9a CM	7-9a	MTWTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
				CBS This Mornin							1		

Print Date: 09/21/12 14:49:05 Page 2 of 3 Order / Rev: 36901 Advertiser: Oceguera, John CD3 Alt Order #: 08837640 Product Desc: OCEQUERA/CON/DEM **KLAS** 08/21/12 - 08/27/12 Estimate: 1559 Flight Dates: Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/21/12 08/27/12 -TWTF--\$900.00 0.00 0.00 NM \$5,000.00 CBS Sunday Morni----S :30 1 \$1,200,00LV1 08/26/12 08/26/12 CBS News Sunday Morr@M **CBS News Sunday Morning CBS NEWS SUNDAY MORNING** Spots/Week Weekdays Rating Start Date End Date Rate 0.00 08/26/12 1 \$1,200.00 Week: 08/20/12 <u>Spot</u> **Description** Start/End Time Weekdays <u>Length</u> Rate Rtg Type Ch Date Range 8 08/20/12-08/26/12 CBS News Sunday Morning CBS Sunday Mori :30(\$1,200.00) 0.00 NM See MG 3.2,3.3,3.4,3.5 [DA] --F---:30 \$5,000.00 0.00 NM 2 8 08/24/12-08/24/12 SD Charger Football Fri 8-11p MG for 8.1,5.2,7.1,5.1,6.1,6.2,3.1 aired in program ordered (\$575.00) 0.00 NM 8 08/25/12-08/25/12 Politics Now S Sebelius **Various** (5:30 PM-6:00 P----Sa--:30 Credited Pgm not airing - move \$ to 8801765 8 08/25/12-08/25/12 Politics Now S Sebelius (5:30 PM-6:00 P----Sa--:30 (\$575.00) 0.00 NM Various Credited Pgm not airing - move \$ to 8801765 08/21/12 08/27/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$650.00LV1 0.00 NM \$650.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate MTWTF--\$650.00 0.00 08/27/12 Week: 08/21/12 \$0.00 :30 \$900.00LV1 0.00 NM n 08/21/12 08/27/12 8 News Now 4p M-F CM 4-5p MTWTF--(4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM End Date Weekdays Spots/Week Rate Rating Start Date MTWTF--\$900.00 0.00 Week: 08/21/12 08/27/12 Weekdays Length Rate Rtg Type Spot Ch Date Range **Description** Start/End Time MTWThF----(\$900.00) 0.00 NM :30 8 08/21/12-08/27/12 8 News Now 4p M-F 4-5p See MG 3.2,3.3,3.4,3.5 [DA] 4-5p MTWThF----:30 (\$900.00) 0.00 NM 8 08/21/12-08/27/12 8 News Now 4p M-F See MG 3.2,3.3,3.4,3.5 [DA] :30 2 \$1,250.00LV1 0.00 NM n \$0.00 08/21/12 08/27/12 8 News Now 5-630p M-FCM 5-630p MTWTF--E 6 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--2 \$1,250.00 0.00 Week: 08/21/12 08/27/12 Weekdays Length Rate Rtg Type **Description** Start/End Time Spot Ch Date Range :30(\$1,250.00) 0.00 NM MTWThF----8 08/21/12-08/27/12 8 News Now 5-630p M-F 5-630p See MG 3.2,3.3,3.4,3.5 :30(\$1,250.00) 0.00 NM 5-630p MTWThF----2 8 08/21/12-08/27/12 8 News Now 5-630p M-F See MG 3.2,3.3,3.4,3.5 1 \$1,700.00LV1 0.00 NM n \$0.00 MTWTF--:30 E 7 08/21/12 08/27/12 8 News Now 11p M-F 11-1135p 8 News Now 11p M-F 8 NEWS NOW AT 11PM Start Date End Date Weekdays Spots/Week Rate Rating

1 \$1,700.00

11-1135P

Start/End Time

11-1135p

0.00

----SS

Weekdays Length

MTWThF----

:30

Rate Rtq Type

0.00 NM

0

\$0.00

:30(\$1,700.00) 0.00 NM

\$750.00LV1

MTWTF--

Description

08/25/12 08/26/12 8 News Now 11p Sa/SuCM

8 News Now Sa/Su 11p

8 08/21/12-08/27/12 8 News Now 11p M-F

08/27/12

Week: 08/21/12

[DA]

Ch Date Range

See MG 3.2,3.3,3.4,3.5

Spot

E 8

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Totals

\$8,850.00

						Filli	Date. 09/21/	/12 14.49.00 F	age 3 01 3
Order / Rev: 36901			Advertiser:	Oceguer	a, John CD3				
Alt Order #: 08837640			Product Desc	OCEQU	ERA/CON/DEM	KLAS			
Flight Dates:	Flight Dates: 08/21/12 - 08/27/12			Estimate:	1559	1559			
Ln Ch Sta 8 NEWS NO <u>Start Da</u>	WAT 11PM-WK	Inventory Code (ND <u>Weekdays</u>	Break <u>Spots/Week</u>	Start/End 1	ime Days	Len Spots	Rate Pri	Rtg Type Spots	s Amount
Week: 08/20/12 Spot Ch Date		SS escription	1 <u>Start</u>	\$750.00 /End Time	0.00	Weekdays Leng	<u>ith Rate</u>	Rtg Type	
	20/12-08/26/12 8 3 3.2,3.3,3.4,3.5	News Now 11p Se	a/Su 11-1	135P		SaSu :	30 (\$750.00)) 0.00 <i>NM</i>	
N 9 8 08/2	26/12 08/26/12		•	CBS Sunday	Morni	-s :30 1 \$	1,200.00LV1	0.00 NM	1 \$1,200.00
		CBS News Sunda	ay Morning						
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				
Week: 08/20/12	08/26/12	S	1	\$1,200.00	0.00				